

Social Media Marketing and Conversion Analysis

with Manuel Vallés Cerezuela

Thursday 24th February 2010, 219 St John Street, London, EC1V 4LY

Introduction

According to Nielsen Online, "social networks have more followers than email". Internet Advantage presents a very practical seminar on how to discover the favourite social networks of your potential clients and how to make the most of them in order to achieve: quality traffic and leads, online visibility and enhanced reputation, a community that will establish your website as a favourite and as a result generate SALES!

Session Outline

What is the greatest advantage of the Internet in comparison with offline publicity? That absolutely everything can be measured! By analysing your statistics you will find out: what your potential clients are interested in, if you are heading in the right direction, if your conversion rates need to be improved, what needs to be maintained, deleted or improved, how to improve your return on investment and the relevant strategies that need to be implemented. Analysing your statistics is the same as listening to your clients!

Timetable	
Registration	10.00
Start Time	10.30
Approximate End Time	16.30/17.00
<i>Lunch and refreshments provided</i>	

Trainer Profile

Manuel Vallés Cerezuela completed a law degree and a BA in business administration at the Spanish University San Pablo CEU. He has worked for the advertising production agency, Group Films, and the direct marketing agency CP Comunicación (Contrapunto Group), where as a copywriter he developed campaigns awarded at Cannes Lions, DMA International Echo Awards and New York Festivals. A few years ago, he launched an audio-visual production company named, Logicalnoise and began collaborating as a freelance writer with several publications and advertising agencies. Manuel is based at the new International Sales offices of Internet Advantage in Madrid. With 10 years of experience in Internet Marketing in the Education and Travel Sector, a network of 400 websites, and a multilingual team of 45 people, Internet Advantage makes its main objective to improve client visibility on the internet, and in so doing improve the quantity and quality of leads and sales which they attract with their website.

Contact:

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